



LP&M's ED PRUE, LISA GUILLES AND FRAN MCGRATH RECEIVE SYRACUSE AD CLUB AWARDS

Syracuse, NY (March 2008) – Latorra, Paul & McCann Advertising (LP&M) employees Ed Prue, Senior Account Manager, and Lisa Guiles, Production Manager, and Fran McGrath, recently retired from LP&M, received Syracuse Ad Club awards at the Club's annual ADDY® Award Show on March 8, 2008 in downtown Syracuse.

Prue and Guiles won Creative Spark Awards, which recognize those who bring out-of-the-box thinking to their roles as media representatives, account executives, printers and broadcast producers.

Prue won the Creative Spark Award for best Account Manager. A four-year veteran of the agency, Prue supervises, develops and executes marketing strategies for a variety of LP&M clients.

Guiles received a Creative Spark Award for best Production Director. Guiles is responsible for print production for agency clients, as well as producing and providing ad materials to regional, national and international publications.

McGrath was honored with the prestigious Crystal Prism Award, which recognizes the efforts of an individual who goes above and beyond to help advance the efforts of the Syracuse Ad Club. For the past 14 years, until his retirement in 2007, McGrath served as an LP&M Senior Account Manager directing marketing efforts and broadcast production for clients including the Syracuse Jazzfest, Elmcrest Children's Center and the New York State Fair.

The Syracuse Ad Club is one of 200 member advertising clubs within the national network of the American Advertising Federation.

LP&M is a full-service advertising and strategic marketing communications firm serving a variety of local, regional, national and international clients. A member of the American Association of Advertising Agencies, LP&M is headquartered on the tenth floor of the historic University Building in downtown Syracuse, NY.

###